WHAT IS CLAIMED IS:

1. A process for conditioning an organic azo pigment comprising:

(a) preparing an aqueous slurry of an azo pigment in the presence of a surfactant of ethoxylate alkyl phenols and an alkali; and

(b) heating said slurry at a temperature above about 70°C resulting in conditioned organic azo pigment

2. The process of claim 1, wherein the step of preparing the aqueous slurry comprises the steps of:

(a) coupling a diazo with excess coupler at a temperature of at least about 0-10 C to form an azo pigment slurry;

(b) adding an alkali to the pigment slurry;

(c) heating the slurry and alkali to a temperature above about 70°C; and

(d) adding additional alkali and a surfactant of ethoxylate alkyl phenols to the slurry.

3. The process of claim 1, wherein said azo pigment is selected from the group consisting of naphthol reds, monoazo yellows, monoazo oranges, diarylide yellows and diarylide oranges.

4. The process of claim 1, wherein said surfactant is selected from the group consisting of nonylphenoxy poly(ethyleneoxy)ethanols and octylphenoxy poly(ethyleneoxy)ethanols.

5. The process of claim 1, wherein the surfactant is about 2 wt.% to about 12 wt.% of the pigment.

6. The process of claim 5, wherein the surfactant is about 3 wt.% to about 10 wt.% of the pigment.

7. The process of claim 1, wherein said alkali is selected from the group consisting of sodium hydroxides, potassium hydroxides, lithium hydroxides and ammonium hydroxides.

8. The process of claim 1, wherein the alkali amount is at least about 2 equivalent mole of alkali per mole of the azo pigment.

9. The process of claim 8, wherein the alkali amount is at least about 2 to about 10 equivalent mole of alkali per mole of the azo pigment.

10. The process of claim 9, wherein the alkali amount is at least about 4 to about 6 equivalent mole of alkali per mole of the azo pigment.

11. The process of claim 1, wherein the heating step is done at a temperature of above 80°C.

12. The process of claim 11, wherein the heating step is done at a temperature of about 90° to about 100 C.

13. The process of claim 12, wherein the heating step is done at a temperature of about 95° to about 100 C.

14. The process of claim 1, wherein the pigment is monoazo yellow and the amount surfactant is about 6 wt.% of the pigment.

15. The process of claim 1, wherein the pigment is napthol red and the amount surfactant is about 10 wt.% of the pigment.

16. A azo pigment conditioned by the process of claim 1.

17. A printing ink that comprises an azo pigment conditioned by the process of claim 1.

18. A coating that comprises an azo pigment conditioned by the process of claim 1.

19. The coating of claim 18, wherein the coating is selected from the group consisting of solvent-based paints, water-based paints, and enamel-based paints.

20. The coating of claim 19 wherein the coating is an enamel-based paint.